



Media Pitch

Delivered to Partners in February 2019



Subject: Check for Recalls with Daylight Saving: Is Your Car Deadly?

Hi [PARTNER NAME],

With tens of millions of vehicles with Takata air bags under recall, we are in the midst of the largest recall in U.S. history. Not just air bags, but tires, car seats, and other equipment in your vehicle could be under recall right now. On March 10, Americans will set their clocks ahead for daylight saving time – and the National Highway Traffic Safety Administration (NHTSA) is asking you to urge consumers to check for recalls. Taking a simple safety step this weekend can help save a life.

Remind your [readers, consumers and/or colleagues] to visit NHTSA.gov/recalls and use [NHTSA's VIN look-up tool](#) to check if their vehicle is under recall. If consumers are new to the process, encourage them to watch this video with tips for locating your VIN and checking for recalls: <https://www.youtube.com/VINandRecalls>.

To help with the reminder we've drafted a series of tweets that you can use or use for inspiration:

Tweets

- This #DaylightSaving spend 5 minutes and save a life. #CheckForRecalls using this tool from @NHTSAGov: www.nhtsa.gov/recalls
- #SpringForward safely and #CheckForRecalls using this tool from @NHTSAGov: www.nhtsa.gov/recalls
- .@NHTSAGov wants you to make sure your vehicle is safe for that spring break road trip. #CheckForRecalls by visiting www.nhtsa.gov/recalls
- Encourage your friends and family to #CheckForRecalls using this tool from @NHTSAGov: www.nhtsa.gov/recalls

If you have any questions, please let me know. NHTSA sincerely appreciates [PARTNER NAME]'s continued effort to share lifesaving information with consumers. With safer drivers and cars, we'll have safer roads – and your efforts can help us save lives.